

Greater Fort Lauderdale ZoomProspector—User's Manual

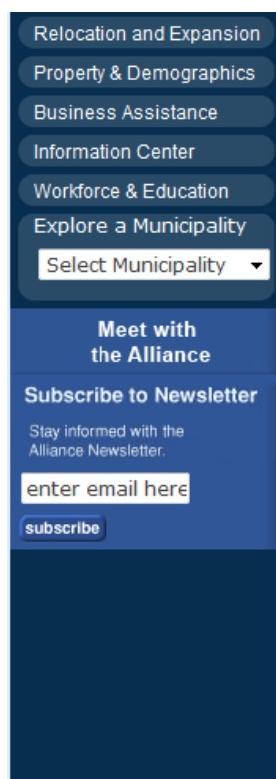
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Greater Fort Lauderdale ZoomProspector.com USER MANUAL—Introduction & Link Locations

- Greater Fort Lauderdale ZoomProspector is offered as a **FREE** service of the Greater Fort Lauderdale Alliance. There is **NO** need to register, log in or provide any personal information. Just go to www.gflalliance.org and click on **Property & Demographics** on the left side of the homepage, or go to <http://greaterfortlauderdale.zoomprospector.com> or www.gflalliance.org/property.
 - This website is an interactive mapping program that provides enhanced economic development and site selection services to those searching for selected available commercial buildings and sites; it also generates site-specific demographic and business analyses both online and as printable reports.
 - The website requires [Microsoft Internet Explorer version 7](#) and the latest version of [Java](#).
 - Only Greater Fort Lauderdale/Broward County and/or its 31 municipalities are searchable on this website. Retail properties are not listed at this time.
-
- To begin searching for properties, click on any of the links underlined in red in the text shown below on the Alliance website.
 - When ZoomProspector opens, click on **Search Buildings** or **Search Sites** in the toolbar as shown on the screenshot below.



Find Property and Demographics

Numerous business assets, including a highly inviting commercial real estate market, make Greater Fort Lauderdale a top-rated location for expanding and relocating companies.

Please [click here](#) to visit our new **buildings and sites database** at GreaterFortLauderdale.ZoomProspector.com.

GreaterFortLauderdale.ZoomProspector.com is completely **FREE** to all users. No membership or subscription is required. There is no need to register, log in or provide any personal data to access the website.

Here you can search for available properties—both building and sites—in Greater Fort Lauderdale as well as perform demographic analyses and find business and workforce data for each of Greater Fort Lauderdale's 31 municipalities or county-wide.

This real estate location database features a demographics package that allows users to tie important economic statistics to specific real estate parcels. With the data you can determine household income levels or existing industry types within a designated radius of a selected property, and find many other items helpful in making a site location decision.

Note: Only Greater Fort Lauderdale/Broward County is searchable on this website; retail properties are not listed at this time.



Greater Fort Lauderdale ZoomProspector.com USER MANUAL—Search Buildings/Search Sites

Building and site searches can be as easy or complex as desired using any combination of the search criteria.

For building searches, options include:

- Next to **Site Type**, click on **Office**, **Industrial** or **Special**, then on a sub-type. (Note: **Retail** is not available.)

AND/OR

- Under **Basic Information**, type in **min** and **max Square Feet**; select a radio button **For Sale**, **For Lease** or **All**.
- If the exact address is known, type it in the box under **Address or Name**. If a specific street is desired, type the street name in that box—results will show all locations on that street.

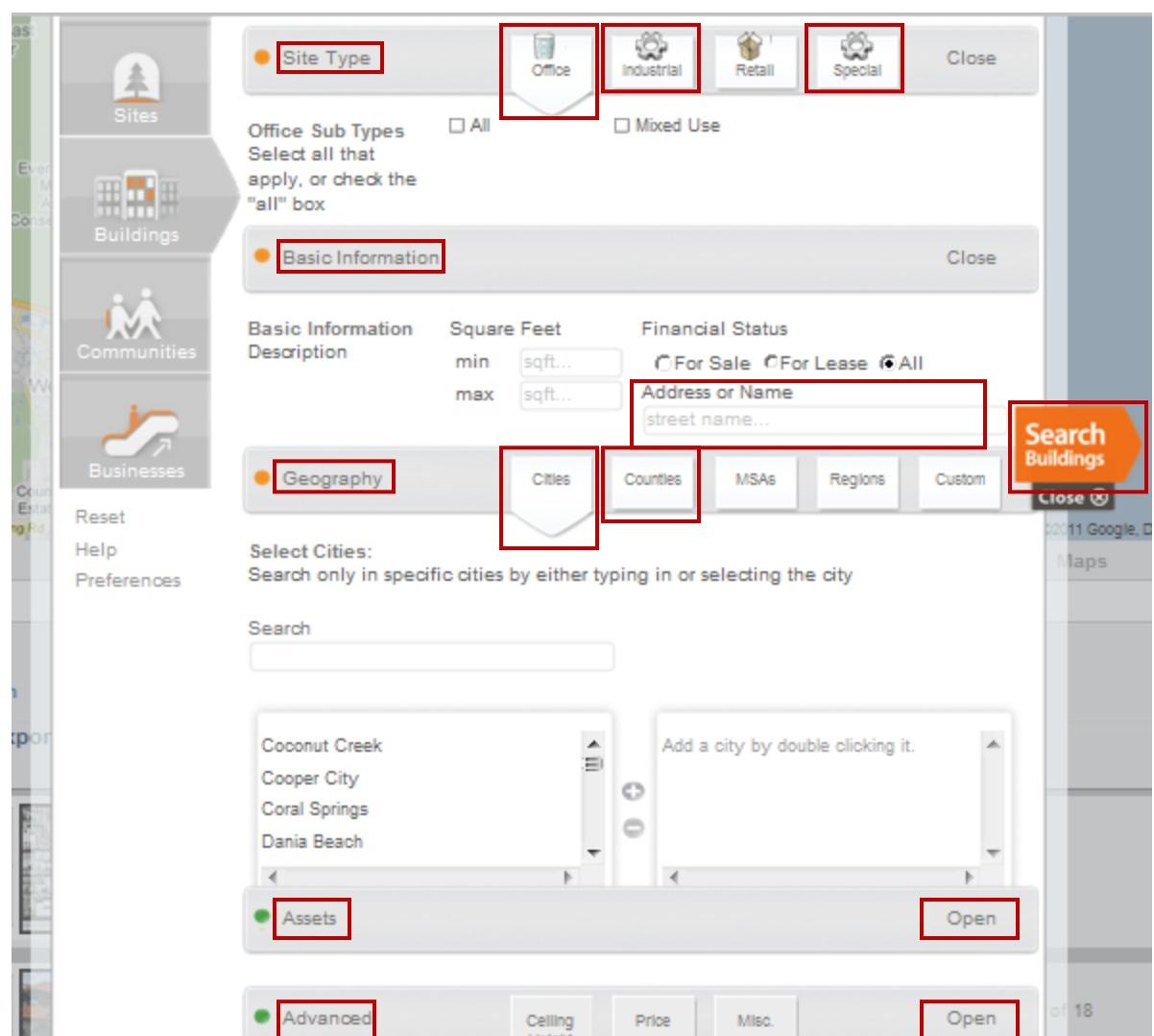
AND/OR

- Under **Geography**, search in any one or more of Greater Fort Lauderdale's 31 **Cities** or the entire **County**. (Note: **MSAs** and **Regions** are not available.) See below for details, including **Custom** searches.

AND/OR

- Click on **Open** in **Assets** or **Advanced** to use additional search criteria.

Site searches work essentially the same way.



Greater Fort Lauderdale ZoomProspector.com USER MANUAL—Search Buildings/Search Sites

To select criteria under **Geography**, search by **Cities**, **Counties** or **Custom**. (MSAs and **Regions** are not available.)

Cities

- Select any **City** by name. The name appears in the box on the right.
- To select one or more additional cities, follow the same process.

OR

- If you know the name of a **City**, begin typing in the **Search** box. The program will provide a list of names; click on the desired city and it appears in the box on the right.

Counties

- Broward County is the only county available. Click on **Counties, Broward County**.

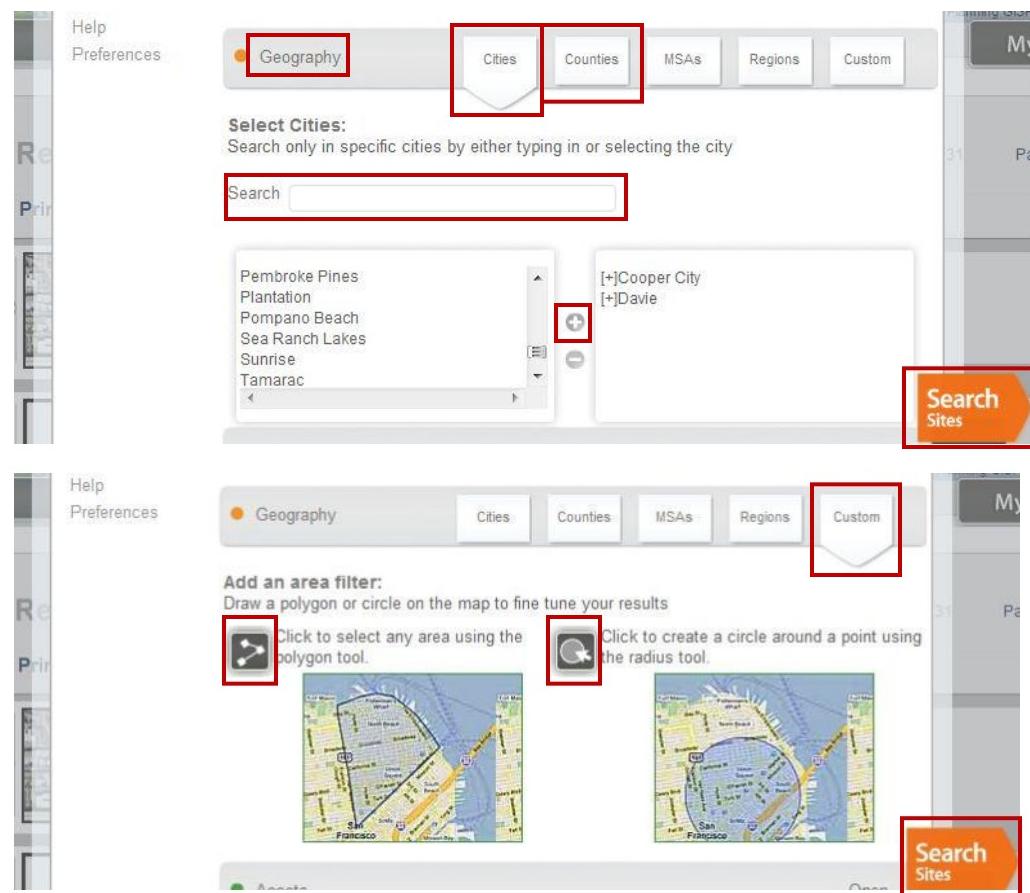
To clear all criteria and start over, click on **Reset** on the left side of the screen at any time.

Custom area filter

- Next to **Geographic**, click on **Custom**, then click either the **polygon** or the **radius** tool icon.
- Follow the onscreen directions for creating a polygon or radius. Then click on **Apply**.
- Click on **Search Buildings** or **Search Sites**.
- The results will include only those locations within the polygon or radius drawn.

Once all criteria are selected, click on **Search Buildings** or **Search Sites** on the right side of the screen.

IMPORTANT: The Greater Fort Lauderdale Alliance does not control what and/or how much detailed location data is input by the listing administrators. There may be properties in the database that meet certain criteria but have not been marked as such. A less (rather than more) detailed search is recommended.



Greater Fort Lauderdale ZoomProspector.com USER MANUAL—Search Results

- After clicking on **Search Building** or **Search Sites**, the results appear with a map at the top showing icons of each location listed. A summary of each result appears below. NOTE: Results for **Building** and **Site** searches work the same way.
- Placing the cursor over **Based On** reveals the criteria on which the results are based. To refine the search, click on **Refine Search**.
- The total number of locations found is shown on the right side of the screen, along with the number of pages. Scroll through the locations by clicking on the page numbers.
- The icons that appear on the map correspond with the addresses in the summaries. To see where a location is on the map, cursor over its summary—its icon turns orange. Conversely, cursor over an icon—its summary border turns orange.

Results Based On

Print Sort by Export Advanced

Viewing 1-28 of 47 Pages 1 | 2 of 2

	100 NE 3rd Avenue Address: 100 NE 3rd Avenue City: Fort Lauderdale County: Broward County Zip Code: 33301 Type: Office Min Size: 1,179 sqft Max Size: 15,852 sqft For Lease: yes 1 of 47
	1000 Sawgrass Corporate Parkway Address: 1000 Sawgrass Cor... City: Fort Lauderdale County: Broward County Zip Code: 33323 Type: Office Min Size: 1,618 sqft Max Size: 7,680 sqft For Lease: yes 2 of 47

Greater Fort Lauderdale ZoomProspector.com USER MANUAL—Results Reports

- Click on **Print** to print a summary of all locations in the **Search Results**, including photos.
- Move the cursor over **Sort by** to arrange the **Search Results** in various ways. Note: **County** and **State** are not available.
- Cursor over **Export** to export the results of the first page only (if multiple pages) into one of the listed programs. Follow the onscreen instructions.
- To change the orientation of the **Search Results** between landscape and portrait, cursor over **Advanced** and select **Change Orientation**.
- To save the respective list of locations in **My Folder**, under **Advanced**, click on **Save All Viewable** or **Save All Results**. (See the next page for more information on **My Folder**.)
- To view all search results on one page, select **Advanced**, then click on **View All**. To export a list of all locations, cursor over **Export** and select the desired export program.

The screenshot shows the user interface for the Greater Fort Lauderdale ZoomProspector.com search results. At the top, there is a map of the Fort Lauderdale area with major roads like Alligator Alley - Everglades Pkwy, US 93, US 27, and I-95. A sidebar on the left contains sorting and filtering options, with 'Sort by' and 'Export' buttons highlighted with red boxes. Below the map is a 'My Folder' button. The main content area displays two search results:

Address	Type	For Lease	Page
100 NE 3rd Avenue	Office	yes	1 of 47
1000 Sawgrass Corporate Parkway	Office	yes	2 of 47

Each result includes a thumbnail image, address, type, size, and lease status. The results are paginated at the bottom of the page.

Greater Fort Lauderdale ZoomProspector.com USER MANUAL—My Folder

- Every saved building, site and report is placed in **My Folder**. Cursor over it to view the numbers/types of items saved, if any.
- The folder's contents reflect saved cookies; the contents will remain there until the folder is reset or browsing history is deleted.
- To empty/reset the folder and start over, right click on **My Folder**, then click on **OK**.
- To remove an item from **My Folder**, cursor over the location or report and click on **Remove from Folder**.
- To return to the original search results at any time, click on **Back to Search Results...**

The screenshot shows the user interface of the Greater Fort Lauderdale ZoomProspector.com website. At the top, there is a map of the Fort Lauderdale area with several red markers indicating saved locations. To the right of the map is a sidebar titled "My Folder" which displays the following statistics:

- 9 Sites
- 47 Buildings
- 8 Reports
- 0 Communities
- 0 Businesses

Below the sidebar is a button labeled "My Folder".

The main content area is titled "Saved buildings Based On". It includes buttons for "Print", "Sort by", "Export", and "Advanced". A "Back to Search Results (Buildings)" link is also present. The results list shows two entries:

Address	Type	For Lease	Count
100 NE 3rd Avenue Address: 100 NE 3rd Avenue City: Fort Lauderdale County: Broward County Zip Code: 33301	Office Min Size: 1,179 sqft Max Size: 15,852 sqft	yes	1 of 47
1000 Sawgrass Corporate Parkway Address: 1000 Sawgrass Cor... City: Fort Lauderdale County: Broward County Zip Code: 33323	Office Min Size: 1,618 sqft Max Size: 7,880 sqft	yes	2 of 47

Each listing includes a "Remove from Folder" button, a "Zoom to Property" link, and a "View Reports" link. The first listing has a "saved" badge, while the second one has a "RENTED" badge.

Greater Fort Lauderdale ZoomProspector.com USER MANUAL—Property Report

- To view a unique **Property Report**, on the desired property on the **Results** screen, click on the location street address **OR** place the cursor over the photo of the location and click on **View Reports**.
- The **Property Report** screen includes all the property details entered by the listing administrator (usually the broker). However, the data may not reflect all of the information about the location.
- There are several ways to contact the broker or obtain more information about a location.
 - Under **Contact Information**, click on the **Email** address. A Microsoft Outlook screen will appear with the broker's email address in the **To** line.
 - Click on the **Website** address. A new browser session will open on the homepage for that website.
 - The broker's **Phone** number also appears.
 - There may be **Additional Contact Information** provided.
 - Or, under **Availability**, click on the **Property Website** if present.
- If there is an arrow in a green box on the location's photo, click on it to scroll through additional photos for that location.
- To move back and forth among **Property Reports**, do not click on the browser's back button. Instead, click on the back or forward arrows in gray boxes on the left/right of the screen.
- To return to **Search Results**, do not click on the browser's back button. Click on **Back to Search Results**.



Availability	
For Lease	Yes
Lease Rate	\$18.73
Lease Terms	3-5 yrs
Lease Type	NNN
Property Website	stiles.squarespace.com/plaza100/
Office Class	A

Building Details	
Visible	Yes
Building sq ft	165,757 sq ft
Average Floor Area sq ft	15,057 sq ft
Building Type	Office
Maximum Contiguous Space sq ft	15,852 sq ft
Number of Floors	11
Parking	3.5/1,000 sq ft, \$75/space/mo
Year Built	1983
Mult Tenant Building	Yes

Contact Information	
Company	Stiles Realty
Contact Name	Norm Adams
Address	300 SE 2nd Street
City	Fort Lauderdale
State	FLORIDA
Phone	954.627.9020
Fax	954.627.9399
Email	Norm.Adams@stiles.com
Website	www.stiles.com

Additional Contact Information	
Additional Contact Name	Liz Glaria
Additional Contact Company	Stiles
Additional Contact Address	300 SE 2 Street
Additional Contact City	Fort Lauderdale
Additional Contact State	FL
Additional Contact Zip	33301
Additional Contact Phone	954-627-9400
Additional Contact Email	lizg@stiles.com
Additional Contact Website	www.stiles.com

IMPORTANT: The Greater Fort Lauderdale Alliance does not control what and/or how much detailed location data is input by the listing administrators. There may be additional information concerning any building/site that does not appear on the **Property Report**.

Greater Fort Lauderdale ZoomProspector.com USER MANUAL—Demographic Reports

- There are five reports associated with each location listing. The **Property Report** has already been described. The others are **Labor Force**, **Demographics**, **Consumer Spending** and **Business**. Click on a tab to view a report.
- All demographic reports (**Labor Force**, **Demographics** and **Consumer Spending**) default to a 10-mile radius around the property. To change it, place the cursor over **Modify Report**. As shown in the graphic below, change to the desired **Radius** or **Drive Time**. The radius can be changed to as little as 0.1 mile; drive time can go as low as one minute. Then click on **Generate**.
- Most sections of the reports have a **Chart** available that graphically represents the data. To see it, move the cursor over **Chart** in the desired category.
- To keep the **Chart** open, click on **Pin**. To close the **Chart**, click on **Unpin**.

Labor Force Report (10 mile radius around 1103 East Las Olas Blvd.)

Modify Report

Total Establishments

53584

Total Employees

569098

Total Establishments by Size (2010)

1-4 Employees
5-9 Employees
10-19 Employees
20-49 Employees
50-99 Employees
100-249 Employees
250-499 Employees
500-999 Employees
1000+ Employees

Chart
Pin

TOTAL %

Total Employees by Major SIC (2010)

	TOTAL	%
Agricultural, Forestry, Fishing (SIC Range 01-09)	4802	0.84
Mining (SIC 10-14)	127	0.02
Construction (SIC 15-17)	28715	5.05
Manufacturing (SIC 20-39)	34626	6.08
Transportation and Communications (SIC 40-49)	31819	5.59
Wholesale Trade (SIC 50-51)	27486	4.83
Retail Trade (SIC 52-59)	114879	20.19
Finance, Insurance And Real Estate (SIC 60-69)	52258	9.18
Services (SIC 70-89)	231535	40.68
Public Administration (SIC 90-98)	36279	6.37
Unclassified (SIC 99)	6572	1.15

Total Employees by Establishment Type (2010)

Please enter the following report criteria:

Radius (miles): or DriveTime (minutes):

Generate Reset Cancel

Greater Fort Lauderdale ZoomProspector.com USER MANUAL—Business Reports

- Click on the **Business** tab to access data by NAICS code on every business in Greater Fort Lauderdale/Broward County.
- The default is a one-mile radius around the location address.
- Under **Business Type**, click on the plus sign [+] next to any general type to view subtypes, then actual business names and their data. Some include estimated sales, number of employees, address and a link to the website.
- On the map, click on a colored dot; a pop-up box will appear with the business name and available data.
- To modify or customize the **Business** report, move the cursor over **Modify Report**.

The screenshot displays the ZoomProspector.com interface for business reports. At the top, there's a navigation bar with icons for Communities and Businesses, a Search button, and a My Folder button. Below the navigation is a map of Fort Lauderdale, Florida, showing a 1-mile radius search results overlay. The map includes labels for various neighborhoods like Las Olas Isles, Idlewyld, and Sunset Lake, along with major roads like Broward Blvd and E Las Olas Blvd. A legend, tools, maps, and overlays menu are also present.

The main content area shows details for a specific business:

100 NE 3rd Avenue - FORT LAUDERDALE, FL 33301

Share | Save | Print | Export | Community | Attachments | Back to Search Results (Buildings)

Business Report (1 mile radius around 100 NE 3rd Avenue) | Modify Report

Business Type

	Total Businesses	%	Estimated Sales	# Est. Employees
[+] Agriculture, Forestry, Fishing and Hunting	4	0.09%	\$4,041,000	22
[+] Mineral, Oil and Gas Extraction	2	0.04%	\$909,000	55
[+] Construction	148	3.21%	\$89,112,000	939
[+] New Single-Family Housing Construction (except Operative Builders)	57	38.51%	\$18,908,000	299
CLARENCE HOMES INC			\$100,000	1
MICHOULA BY GP DESIGNS INC			\$84,000	1
ALCOUNTI GENERAL CONTRACTORS			\$100,000	1
HAIR DESIGN MOBILE			\$100,000	1

Greater Fort Lauderdale ZoomProspector.com USER MANUAL—Modify Business Reports

- Click on **Modify Report**.
- To customize a **Business Report**, change any of the criteria shown.
- To select multiple **business classes**, **business types** or **business categories**, hold down the **Ctrl** key on the keyboard and click on as many items as desired.
- When ready, click on **Generate**.

Business Report (1 mile radius around 100 NE 3rd Avenue)

Please enter the following report criteria:

Radius (miles): miles...

Business Name: e.g., Starbucks... Address: Enter street address...

of Employees: #... #... Annual Revenue: \$... \$... Years in business: ...

Reset Cancel

Generate

If you only want specific business classes, click the type(s) below:

- Accommodation and Food Services
- Administrative and Support and Waste Management and Remediation Services
- Agriculture, Forestry, Fishing and Hunting
- Arts, Sports, Entertainment, and Recreation
- Banking, Finance and Insurance
- Construction
- Education
- Health Care and Social Services
- Holding Companies and Managing Offices

If you'd like to filter by business types, click the type(s) below:

- Residential (Cottage)
- Corporation
- Partnership
- Sole Proprietor
- Fortune 1000

If you'd like to filter by individual business categories, click the category(s) below (NAICS):

- abrasive Product Manufacturing(327310)
- Academic Tutoring and Exam Preparation Services(611691)
- Accommodation(Unclassified)(721000)
- Account collection services(561440)
- Accountants' (except CPAs) services(541219)
- Accountants/CPAs offices/private accounting practices(541211)
- Accounting, Tax Preparation, Bookkeeping, and Payroll Services(Unclassified)(541200)

Be this report:

Greater Fort Lauderdale ZoomProspector.com USER MANUAL—Search Communities

To create demographic reports independent of specific buildings/sites, click on **Search Communities** in the toolbar at the top of the screen.

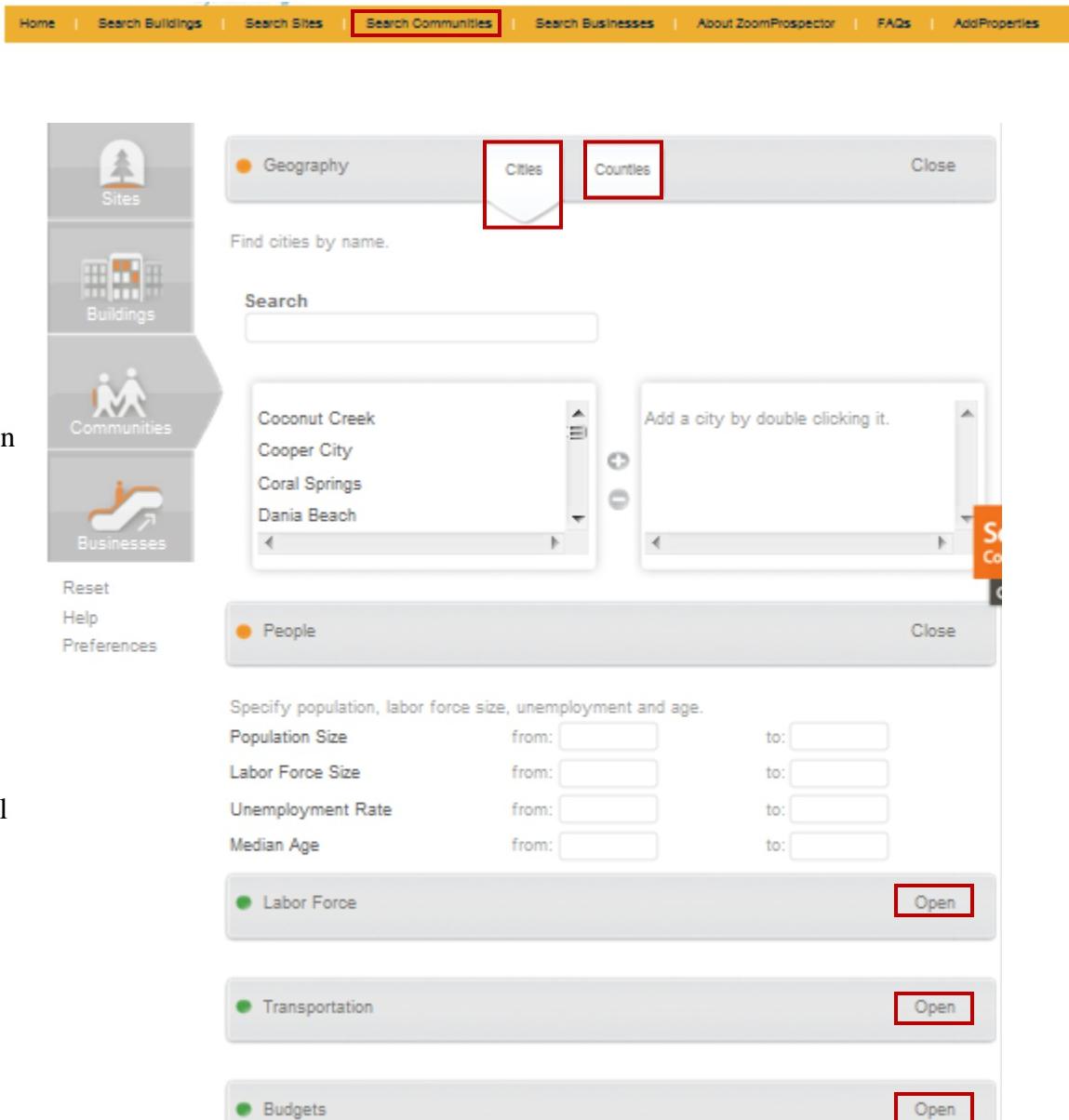
- Use the instructions on page 4 to select one or more cities to search on or search Broward County, if desired.

AND/OR

- Click on **Open** at the right side of any of the other categories as shown in the screenshot.
- Input desired criteria into any of the sub-categories and click on **Search Communities** on the right side of the pop-up screen.

NOTES ON RESULTS:

- If one or more **Cities** are selected, separate reports are generated for each city.
- If **Counties** is selected, the report will be generated for the entire county.
- If neither **Cities** nor **Counties** is selected, one report will be generated for the county as a whole, as well as one for each city that meets all criteria.



Greater Fort Lauderdale ZoomProspector.com USER MANUAL—Search Businesses

To search for business information independent of site/building location, click on **Search Businesses** in the toolbar at the top of the screen.

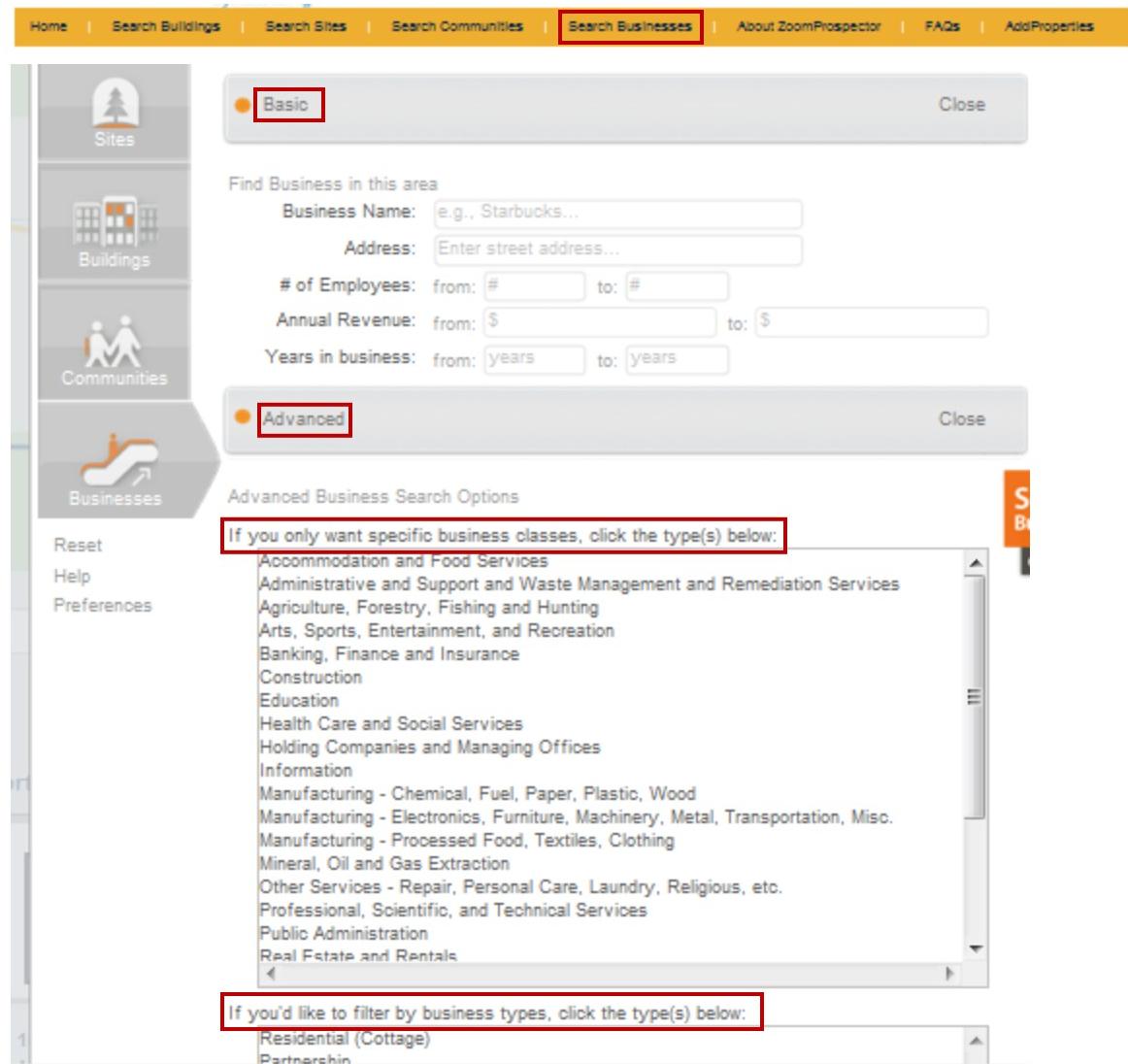
- To search by **City(ies)/County**, go to **Geography** at the bottom of the pop-up screen and select one or more cities as described on page 4. Or, select **Counties, Broward County**.
- Input one or more criteria under **Basic**, if desired.

AND/OR

- Next to **Advanced**, click on **Open**.
- To select multiple **business classes**, **business types** or **business categories**, hold down the **Ctrl** key on the keyboard and click on as many items as desired.
- Click on **Search Businesses** on the right side of the pop-up screen.

NOTES ON RESULTS

- Results are comprised of separate entries for each business that meets the criteria selected.
- It is possible to generate tens of thousands of results when searching Broward County.
- To save results, on the results page move the cursor over **Advanced**, then click on **Save All Viewable** or **Save All Results**.
- The saved reports appear in **My Folder**.



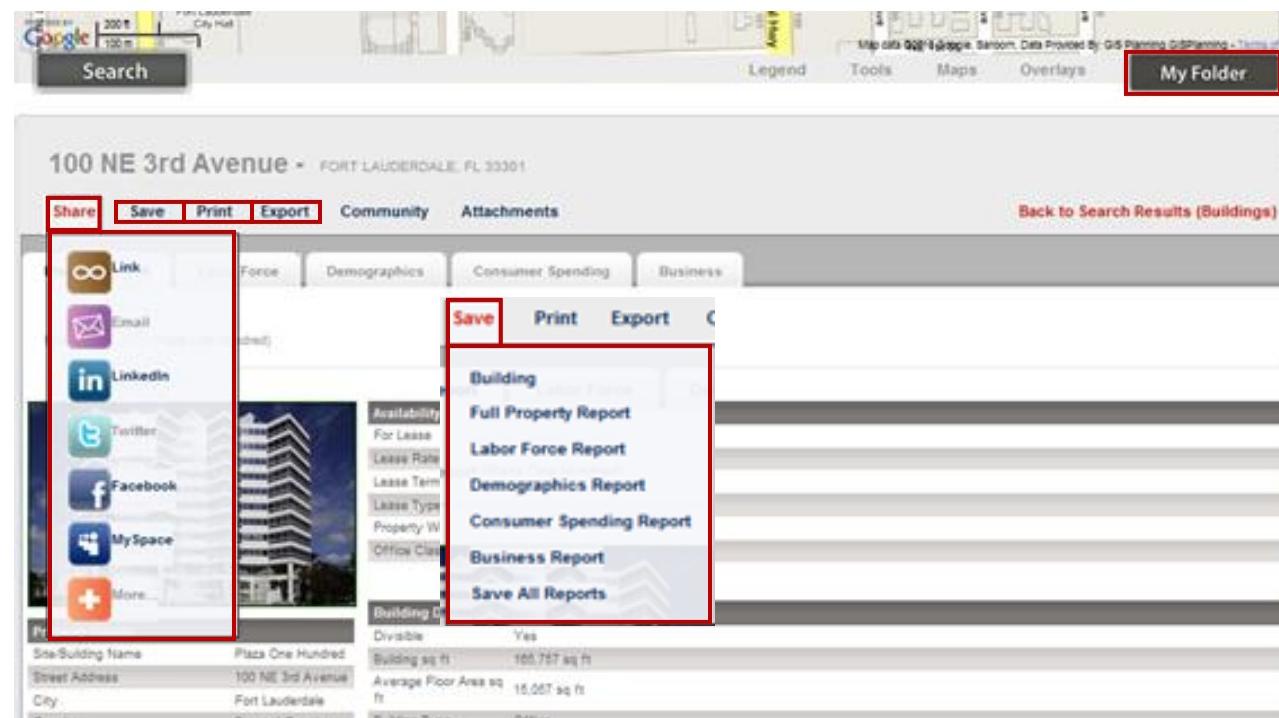
Greater Fort Lauderdale ZoomProspector.com USER MANUAL—Share/Save Reports

To share a page link with someone else, click on a location address for any desired building or site. Place the cursor over **Share**. Options include:

- **Link:** To obtain a link (address) for the webpage currently displayed, copy/paste the address that appears in the popup screen.
- **Email:** To email a link for the webpage currently displayed to one or more recipients with a message, fill in the required information and send.
- Social networks: To post a link to the webpage currently displayed to any social media, click on **LinkedIn**, **Twitter**, **Facebook**, etc., log in if necessary, and follow the onscreen instructions.

To save one or more reports based on the location webpage currently displayed, place the cursor over **Save**.

- Click on the appropriate report type to save any one (or more) of the location reports—or its related demographics reports—or click on **Save All Reports**. Note that the number of each type of saved item appears in **My Folder**.
- To print the screen currently displayed, click on **Print** and follow the onscreen instructions.
- To share more than one report at a time, see **Export** procedures on the next page.



Greater Fort Lauderdale ZoomProspector.com USER MANUAL—Export

- To export a report for the current location, click on **Export** and select **MS Word**, **MS Excel PDF** or **Email**, then follow the onscreen instructions.
- To export multiple reports at once from those saved in **My Folder**, place the cursor over **My Folder**, then select the desired type. A list of reports appears below. Click on **Export** and select **MS Word**, **MS Excel**, **PDF** or **Email**, then follow the onscreen instructions.
- To clear and reset the contents of **My Folder**, right click on it then click on **OK**.



Results Based On

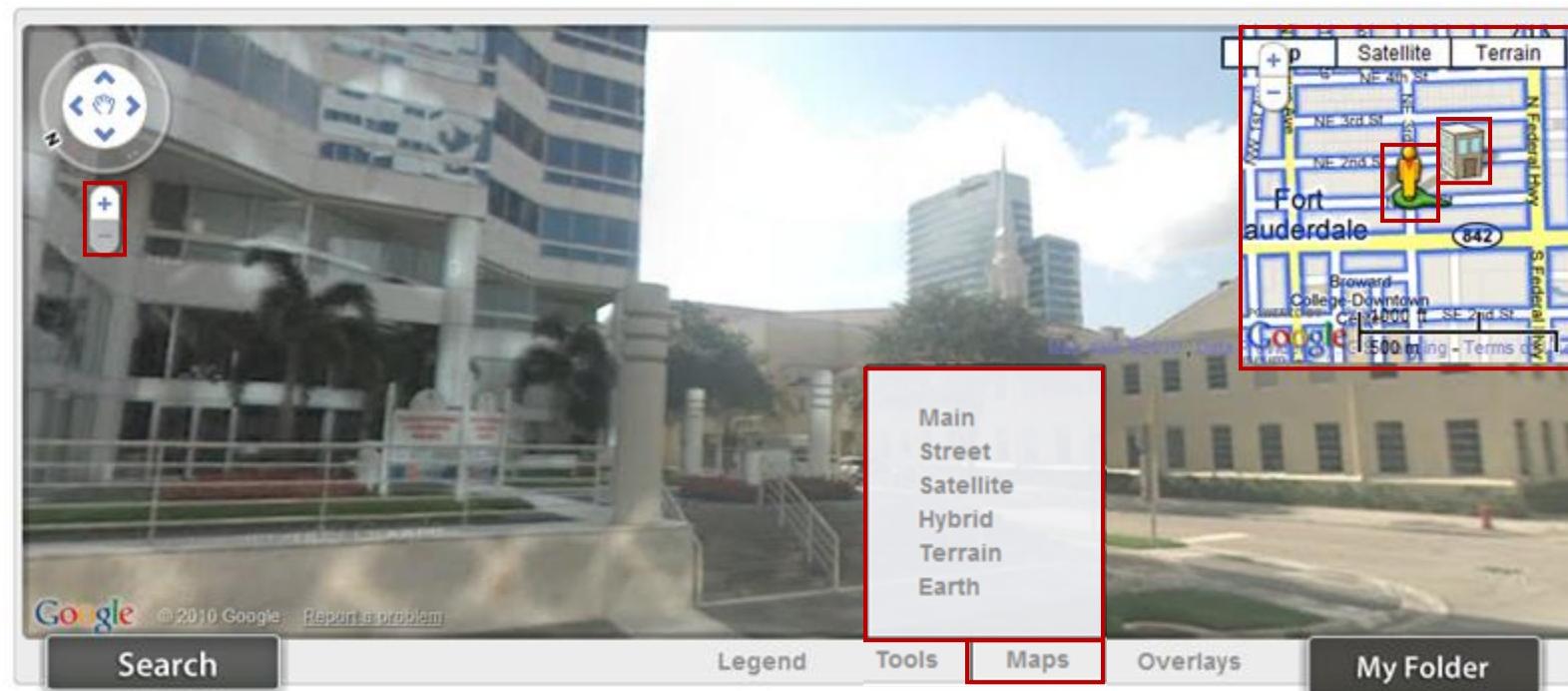
Viewing 1-6 of 31 Pages 1 | 2 | 3 | 4 of 6

Print	Sort by	Export	Advanced		
		MS Word			
		MS Excel			
		PDF			
		Email			
100 NE 3rd Avenue Address: 100 NE 3rd Avenue City: Fort Lauderdale County: Broward County	1001 W. McNab Road Address: 1001 W. McNab R... City: Pompano Beach County: Broward County	101 NE Third Avenue Address: 101 NE Third Ave... City: Fort Lauderdale County: Broward County	1080 SW 12th Avenue Address: 1080 SW 12th Av... City: Pompano Beach County: Broward County	1103 East Las Olas Blvd. Address: 1103 East Las Ol... City: Fort Lauderdale County: Broward County	1300 Concord Terrace Address: 1300 Concord Terr... City: Sunrise County: Broward County

Greater Fort Lauderdale ZoomProspector.com USER MANUAL—Mapping Functions

ZoomProspector offers many Google Maps™ mapping services, including the ability to zoom in and out and to move the map. Click on **Maps** at the bottom of the map area to see what else is available.

- The default view is **Main**. Other map views include **Street**, **Satellite**, **Hybrid**, **Terrain** and **Earth**.
- To view a **Street-level** photo of a location and the surrounding neighborhood, select the address of that location. The map above its **Property Report** comprises a localized **Main** view of the location.
 - Click on the blue X at the top right of the pop-up box to delete it.
 - Move the cursor over **Maps**, then click on **Street**.
 - As stated in the pop-up balloon that appears, drag the icon to or just click on the blue-bordered street nearest the building icon.
 - The photo that appears should include that property.
 - To view the area surrounding the property in context, left click anywhere in the photo and hold, then drag the cursor as desired to rotate. To continue rotating, click and drag again, and so forth.
 - To move up or down the street, find the forward and back arrows; click and hold on an arrow to move automatically. Or click, hold and drag the arrow back or forth.



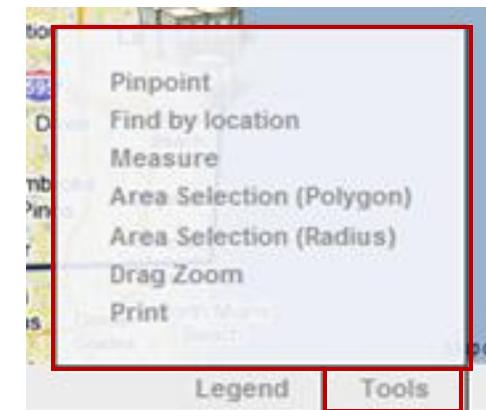
Greater Fort Lauderdale ZoomProspector.com USER MANUAL—Map Tools

ZoomProspector includes several map **Tools**. Some enable the user to acquire **Demographic** and **Business** data by searching the map or a designated map area using a filter. See pages 9 and 10 for additional information on how to search.

Cursor over **Tools**, then click on the desired method.

- **Pinpoint:** Click to drop a pin on the map, then follow the on-screen instructions to search.
 - **Find by location:** Input address, city or zip, then click on **Find** and follow the on-screen instructions to search.
 - **Area Selection (Polygon):** Create a filterable area by clicking on the map once to begin creating the polygon. Move the cursor in any direction and click again for the next point, and so forth. Double-click when the polygon is complete. Click on **Apply Filter** to search.
 - **Area Selection (Radius):** Create a filterable area by clicking on the map once in the middle of where the desired radius should be located. Move the cursor away from that point, noting the number of miles in the legend. Click again at the number of desired miles from the mid-point. Click on **Apply Filter** to search.
-
- **Measure:** Determine distance in miles between two or more points. Click on the map once to begin measuring, release the mouse button, then drag in any direction and single-click again for the next point, and so forth. Provides leg totals and grand total. Double-click to end **Measure** function.
 - **Drag Zoom:** Click at the top left of the desired zoom area and drag to create the area to zoom in on.
 - **Print:** Prints the map currently showing.

Cancel any of the **Tools** at any time by clicking on the button that appears on the top right.



Greater Fort Lauderdale ZoomProspector.com USER MANUAL—Overlays & Legend

ZoomProspector's **Overlays** enable users to view one or more **Points of Interest**, as well as **Map Layers** comprising boundaries, zones and cities. **Demographics** utilize "thematic mapping," showing the spatial distribution and concentrations of specific variables across a geographic view using a series of colors on the map.

- Place the cursor on **Overlays**, then, under **Points of Interest**, click on one or more boxes next to the desired item(s). When done, move the cursor off the pop-up screen to view results.
- Under **Map Layers**, click on one or more boxes, then move the cursor off the pop-up screen to see the results.
- To undo any marked boxes, place the cursor on **Overlays**, then click the appropriate box(es) again.
- **Demographics** must be reviewed individually but can be combined with any item(s) in **Points of Interest** or **Map Layers**.
- Place the cursor on **Overlays**, then under **Demographics**, click on any one box next to an item.
- For **Population, Bachelors Degree, Total Business Establishments** and **Median Household Income**, the map displays the appropriate demographic by geographic area. Move the cursor over **Legend** to see the color definitions.
- For each of the other items under **Demographics**, the map is completely covered by one color because those statistics are compiled by county. Move the cursor over **Legend** to see the color definition.

